



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Leadership and Communication

Code	City	hotel	Start	End	price	Hours
696	Casablanca (Morocco)	Hotel Meeting Room	2024-09-08	2024-09-12	3450 €	25

## Program Objectives

**By the end of the program, participants will be able to:**

- Apply breakthrough leadership and communication techniques to drive business value and become more powerful leaders.
- Implement best practices for influencing peers, managers, subordinates, customers and other stakeholders.
- Effectively handle challenges such delivering unpopular news and increasing team motivation
- Communicate confidently in any environment, from spontaneous “elevator pitches” to high stakes reports and proposals.
- Deliver powerful messages that win hearts and minds and lead rapidly to action.

## Who should attend

Leaders interested in developing superior leadership and communication skills to achieve greater success at all levels of their organization.

## Program Outline

### Preparing and Organizing Thoughts and Messages

- Organizing Ideas through Mind Mapping
- Knowing Your Message’s Desired Outcomes



- Tailoring a Message for Your Intended Audience
- Picking the Right Channels for Communicating Your Message

## **Earning Credibility as a Leader**

- Identifying the Characteristics of a Credible Leader
- Demonstrating Caring, Character and Competence in Challenging Situations
- Establishing Your Credibility Firmly
- Persuading, Negotiating and Influencing Skills

## **Winning Hearts and Minds of People**

- Creating a Logical Train of Thought to Persuade
- Creating a Persuasive Message that Evokes the Right Emotions
- Reframing a Message from Negative to Positive and from Subjective to Objective
- Adjusting Your Message to Accommodate the Audience's Needs, Wants and Style

## **Building Consensus, Commitment and Cooperation**

- Crafting Messages to Drive or Champion Change
- Identifying Techniques for Building Consensus
- Describing How to Secure Commitment and Cooperation through Change Initiatives

## **Getting Results in the Face of Resistance**

- Managing and Handling Resistance
- Effective Conflict Resolution Styles for Handling Resistance
- The Importance of Emotional Control when Facing Resistance

## **Trends and Strategies for the Effective Leader and Communicator**

- From Social Media to Relationship Management



- Optimizing Social Networks such as Twitter, LinkedIn and Facebook for Higher Visibility
- Effective Communication and Networking on the Web



**The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.